This chapter presents an overall urban design framework for the Winchester Boulevard Urban Village. The urban design goals, standards and guidelines presented in this chapter lay the groundwork for a distinctive and neighborhood-oriented Village. The framework supports a village-wide public realm that is attractive, accessible; promotes pedestrian activity in select areas; and ensures that higher-intensity village development is compatible with and supports the many existing neighborhoods both within and near the Village. In general, the urban design framework focuses on the Village's character and livability. The organization of this chapter is as follows:

- **Section 5.1: Urban Design Framework** and describes the key features of the Village's urban design and lists overall goals related to the design of the public realm.
- **Section 5.2: Building Height, Placement, and Bulk** provides basic development standards. This section also describes and illustrates how two development opportunity sites—case studies A and B—may achieve the urban design goals and comply with the land use, height, and basic development standards.
- **Section 5.3: Building and Site Design** provides specific direction and guidance for project applicants. Topics include site planning design, ground level design, parking and access, and sustainability. This section articulates design standards, which are required of all private development, as well as design guidelines, which are recommendations for all project applicants. Together, the standards and guidelines listed will help achieve the overall Urban Design goals.

IN THIS CHAPTER

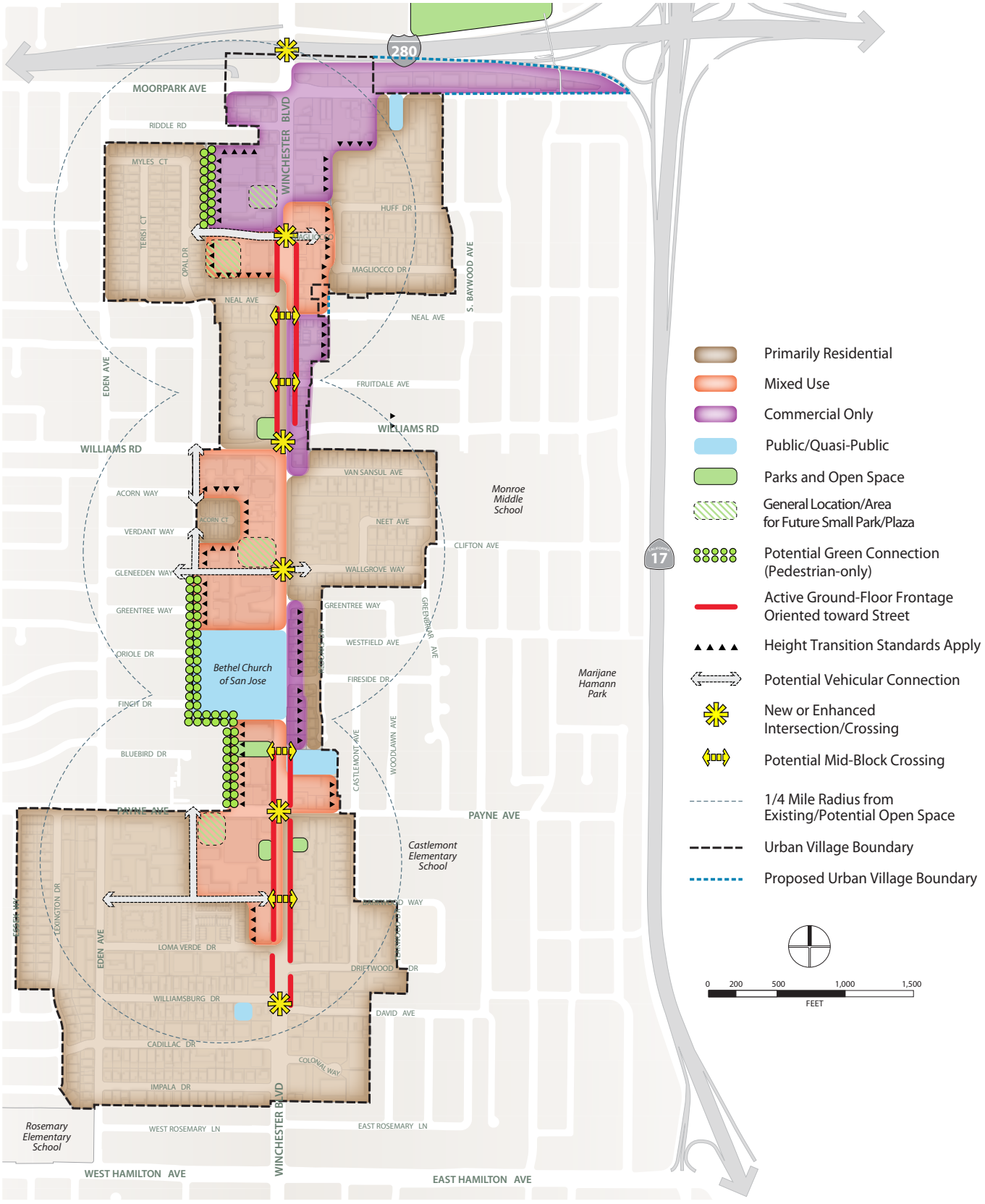
5.1 Urban Design Framework

Figure 5-1 describes the Winchester Boulevard Urban Village's urban design framework, focusing on the many elements of the Village's public areas that are visible and accessible from within the neighborhood. This includes the space between buildings and streets, connections to major roadways and destinations, transit, and open space areas, and active retail areas that encourage pedestrian activity – all of which contribute to the area's identity as a vibrant and walkable mixed-use San José Urban Village.

As shown in Figure 5-1, the Urban Design Framework for the Winchester Boulevard Urban Village focuses on a higher-intensity mix of uses and better connectivity along the Winchester Boulevard corridor, particularly near the two areas where active ground floor commercial uses are required. Concentrating active commercial uses in these two areas—the area north of Magliocco Drive and the area south of the Payne Avenue intersection—allows the community to visit multiple businesses in one trip and affords business the benefit of being located close together. Furthermore, areas with a continuous commercial street frontage serve to strengthen the Village's identity, promoting economic viability, and fostering an active public realm. Key features of the Urban Design framework include several potential mid-block crossings; enhanced intersections; and new vehicular rights-of-way across the Boulevard. In addition, new vehicular rights-of-way are envisioned parallel to Winchester Boulevard, as well as pedestrian and bike-only Green Connectors, adding landscaped access between residential neighborhoods and new Village development.

Chapters 5 will focus in greater detail on the quality of enhancements to the circulation and open space networks as well as specific placemaking opportunities.

FIGURE 5-1: URBAN DESIGN FRAMEWORK



GOALS

GOAL UD-1

Enhance the existing pedestrian environment by creating a more interconnected pedestrian circulation system throughout the Village. Maximize connectivity along public rights-of-way, mid-block crosswalks and connections, pedestrian/bicycle Green Connectors, and connections through both public and private development.

GOAL UD-2

Promote a vibrant, human-scaled environment along Winchester Boulevard.

GOAL UD-3

Promote an inviting and pedestrian-oriented retail environment in two separate quarter-mile segments of Winchester Boulevard.

GOAL UD-4

Create a sense of continuity through architecture, building scale, and pedestrian connections throughout the Village to ensure that new development is well-integrated within existing neighborhoods.

GOAL UD-5

Promote attractive, high quality, and sustainable building design.

5.2 Building Height, Placement, and Bulk

Building massing in any infill development must consider the scale and nature of the adjacent uses. This section establishes development standards for building height limits, building placement, and bulk standards, with special attention paid to areas where infill village development abuts existing residential neighborhoods. Together with density and intensity limits and other building and site planning standards, these standards will ensure context-sensitive design throughout the Winchester Boulevard Urban Village.

Height

Figure 5-2: Building Height diagrams maximum height limits within the Urban Village. While the more intense land uses are generally allowed taller heights, building height does not correspond directly to land use. The height limits shown in this figure are to be applied together with the Building Placement and Bulk development standards that follow in Table 5-1.

As shown in Figure 5-2, building heights throughout the Winchester Boulevard Village are limited to a maximum of 85 feet. In general, the 85-foot height limit applies to the north and south ends of the Village. These two segments of the Winchester Boulevard corridor generally correspond to the areas in which active ground-uses are required by the by the Ground Floor Commercial Overlay. In addition, the 85-foot height limit is applied to the Reserve project site.

Elsewhere along the corridor, building heights are generally limited to 65 feet. In a few locations, large parcels that lie behind Winchester Boulevard are limited to 55 feet, in an effort to feather highest down toward the adjacent low-intensity residential uses. In general, Urban Residential parcels not fronting Winchester Boulevard are limited to 45 feet in height.

FIGURE 5-2: BUILDING HEIGHT DIAGRAM

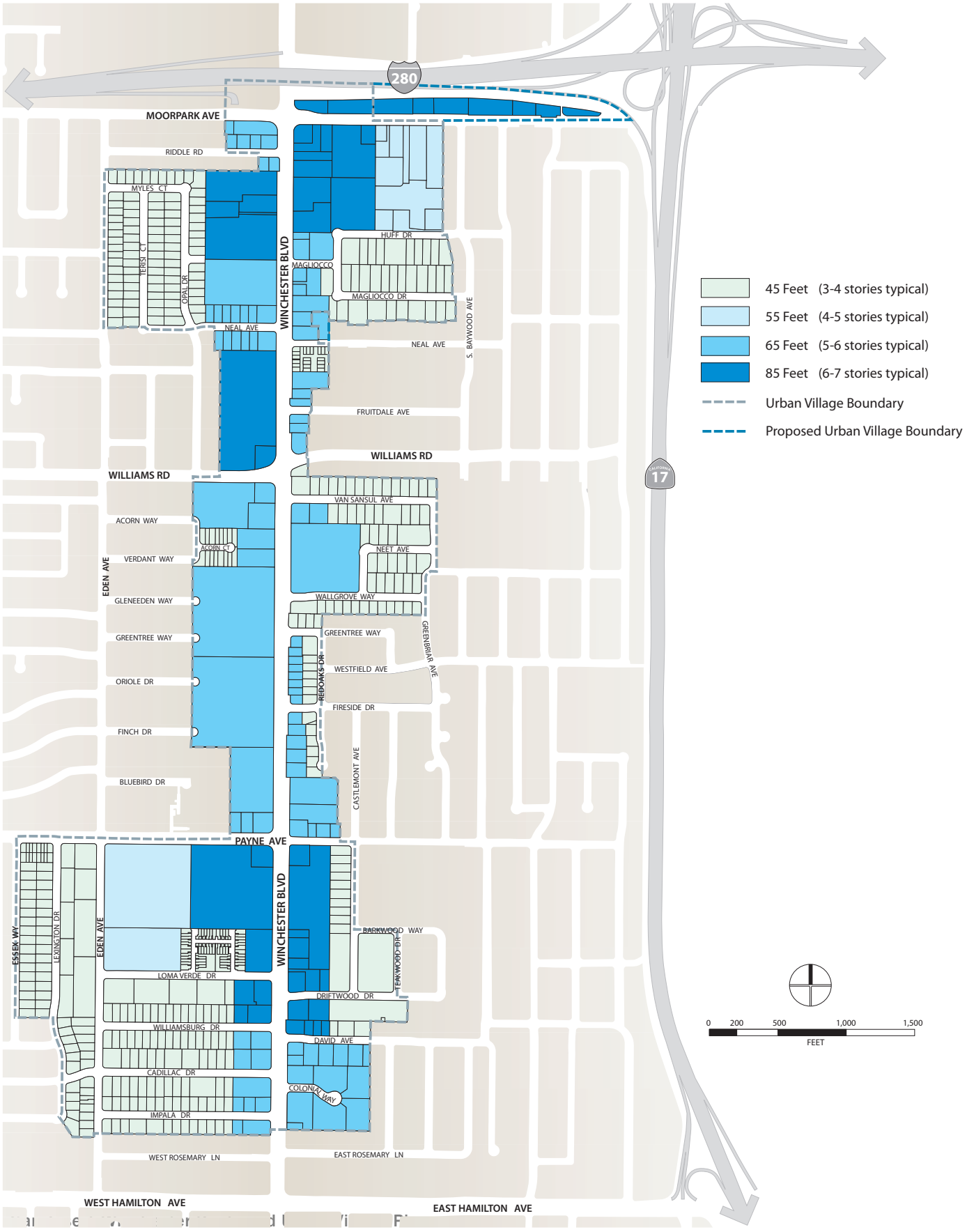


FIGURE 5-3: BUILDING HEIGHT EXAMPLES

Building Placement and Bulk

Building placement and bulk throughout the Urban Village are determined by several factors, including land use, location, and adjacent uses. Setback standards help enforce the desired character of the land use, as described in Chapter 2, without limiting the capacity of private development. In areas where a mixed-use or commercial building abuts lower-intensity residential use, transitional height standards maintain sufficient "breathing room" for the lower-intensity use in terms of sunlight access, privacy, and noise. Setback and street frontage standards also ensure a continuously active and engaging street frontage in select locations, supporting the vibrancy of the Village's public realm. Standards relating to building placement and bulk are listed below in Table 5-1.

TABLE 5-1: BUILDING PLACEMENT AND BULK STANDARDS

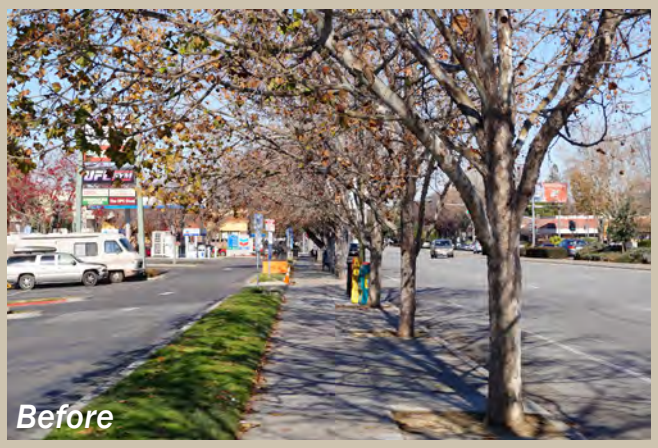
	URBAN VILLAGE AND URBAN VILLAGE COMMERCIAL	REGIONAL COMMERCIAL, NEIGHBORHOOD/ COMMUNITY COMMERCIAL AND MIXED USE COMMERCIAL	URBAN RESIDENTIAL AND MIXED USE NEIGHBORHOOD
FRONT SETBACK, NON-RESIDENTIAL GROUND FLOOR USE	• 0-10 ft. • Building must be located at the property line for a minimum of 50 % of street-facing building frontage; 80 % within Ground Floor Commercial Required overlay.[1, 2]	• Min. 0 ft • Building must be located at the property line for a minimum of 50 % of street-facing building frontage; 80 % within Ground Floor Commercial Required overlay.[1, 2]	
FRONT SETBACK, RESIDENTIAL GROUND FLOOR USE	5-12 ft. *(applies to Urban Village only)*[2]	5-12 ft. *(applies Mixed-Use Commercial only)*[2]	Min. 5 ft.[2]
STREET SIDE SETBACK	0-10 ft.	Min. 0 ft.	Min 5 ft.
SIDE SETBACK	• 0 ft. • Where adjacent to residential use with 35 ft. or 45 ft. height limit, see Transitions (figures 5-3 through 5-7)		• Min. 5 ft. • Where adjacent to residential use with 35 ft. or 45 ft. height limit, see Transitions (figures 5-3 through 5-7)
REAR SETBACK	• Min 10 ft. • Where adjacent to residential use with 35 or 45 ft. height limit, see Transitions (figures 5-3 through 5-7)		
STREET WALL ALONG WINCHESTER BOULEVARD	Minimum 3 stories; maximum 4 stories. The fifth story and above must be stepped back a minimum of 10 feet from the ground level façade.		

1. Active entry courtyards, plazas, outdoor eating and display areas, or other uncovered areas designed and accessible for public use located between the setback line and building may count toward this requirement.
2. Where the existing sidewalk in front of a development project is less than the required sidewalk as indicated in Chapter 6 (20 feet along Winchester Boulevard and 15 feet on all other streets), the project must make up the difference such that the entire 20 (or 15) feet is publicly accessible and functions as a sidewalk.

Transitions

Figures 5-4 through 5-7 apply where development within the Santana Row/Valley Fair Urban Village boundaries abuts residential uses designated by the General Plan Residential Neighbohrood uses, both with a 35-foot height limit (typically R-12 and R-2 zones) and a 45-foot height lmimt (typically RM and Urban Residential zones).

VISUALIZATION 1



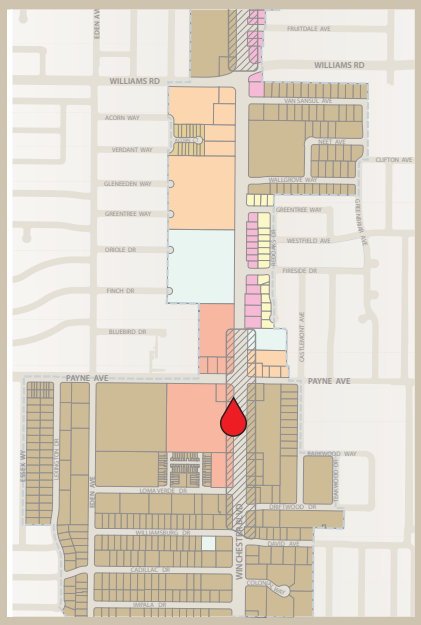


FIGURE 5-4: URBAN VILLAGE/URBAN VILLAGE COMMERCIAL ADJACENT TO RESIDENTIAL NEIGHBORHOOD, MAXIMUM 35-FOOT HEIGHT

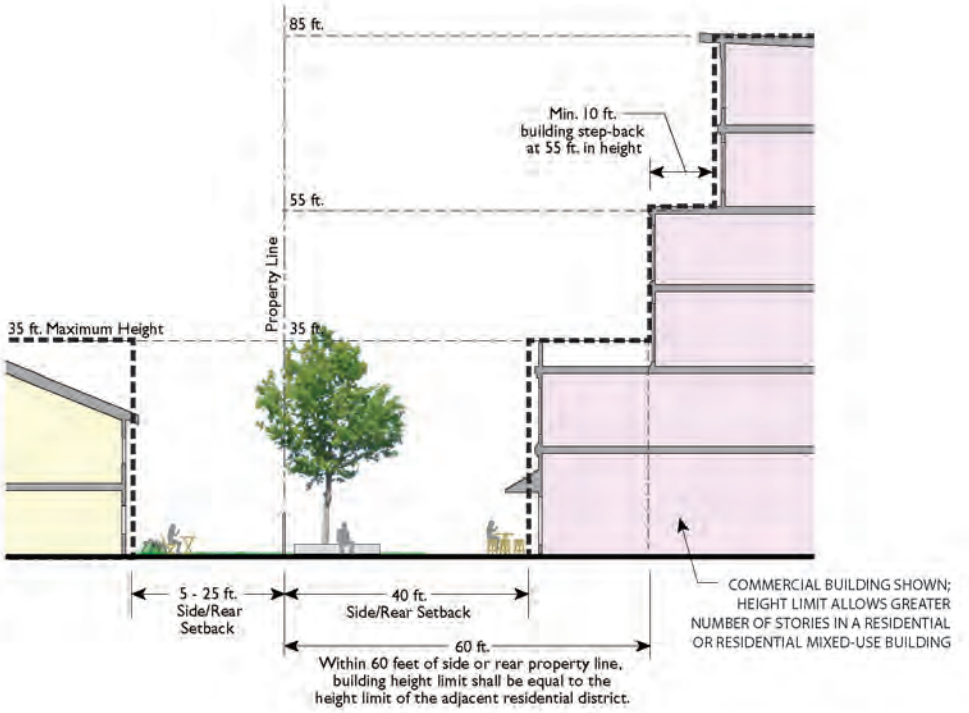


FIGURE 5-5: URBAN VILLAGE/URBAN VILLAGE COMMERCIAL ADJACENT TO RESIDENTIAL NEIGHBORHOOD, MAXIMUM 45-FOOT HEIGHT

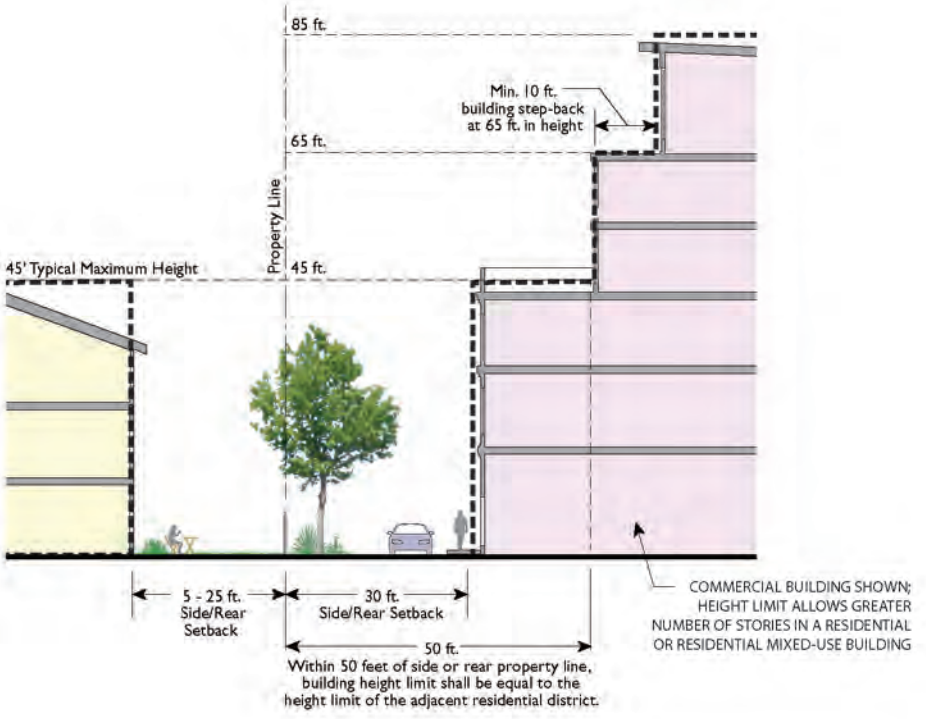


FIGURE 5-6: NEIGHBORHOOD COMMUNITY COMMERCIAL/MIXED USE COMMERCIAL ADJACENT TO RESIDENTIAL NEIGHBOHROOD

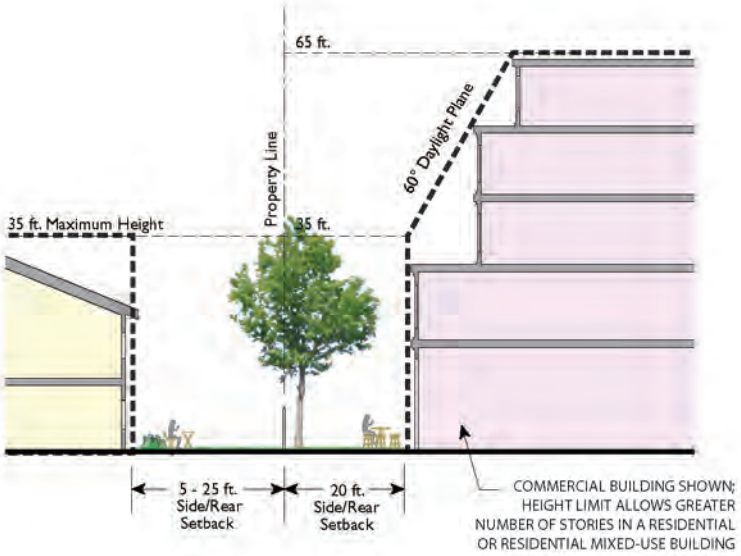
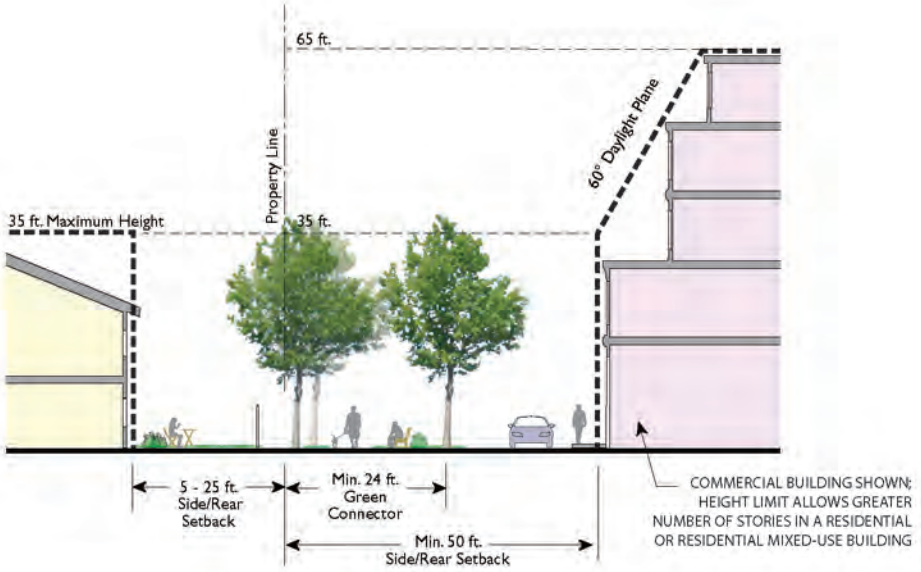


FIGURE 5-7: NEIGHBORHOOD COMMUNITY COMMERCIAL/MIXED USE COMMERCIAL ADJACENT TO RESIDENTIAL NEIGHBORHOOD WITH GREEN CONNECTOR



CASE STUDY A

Case study A is a 0.74-acre parcel along the east side of Winchester Boulevard between Neal and Fruitdale avenues with 120 linear feet of street frontage along Winchester Boulevard. The site is designated as Neighborhood/Community Commercial and has a building height limit of 65 feet. This site is located within the Ground Floor Commercial Required overlay designation, and the rear of the site abuts existing low-density residential uses.

This scenario envisions three levels of office above ground-floor retail and two levels of podium parking. Upper story step-backs and open space areas modulate the building massing and provide a transition to the adjacent residential uses. The building frontage along Winchester Boulevard is active and pedestrian-friendly, with a small publicly accessible plaza. The top floor incorporates rooftop common open space.

Section

View

CASE STUDY B

Case study B is a single 9.1-acre parcel on the west side of Winchester Boulevard in the "superblock" between Williams Road and Payne Avenue. The site is designated as Mixed-Use Commercial with a height limit of 65 feet. This case study envisions a four-story office building along the majority of the site's Winchester Boulevard frontage; four-story multi-family residential buildings to the west; and two-story townhomes along the west edge of the site where the parcel abuts existing residential. A 1.7-acre community park occupies the northeast corner of the site. All parking is underground, with the exception of the individual garages for the townhomes.

Open space and enhanced connectivity are major features of this case study site. Building and site layout enhances pedestrian connections and accessibility of shared open space, and new connections make the large block more walkable and vehicular routes more direct. New through streets include an extension of Gleneeden Way across Winchester Boulevard through to Wallgrove Way, as well as an extension of Acorn Way south to Gleneeden Way. Internal circulation is shown along the southern edge of the site as well as in the north-south direction through the center of the site, and a pedestrian-and bicycle-only Green Connector buffers the site from abutting residential uses to the west.

Section

View

5.3 Building and Site Design

SITE PLANNING

Standards

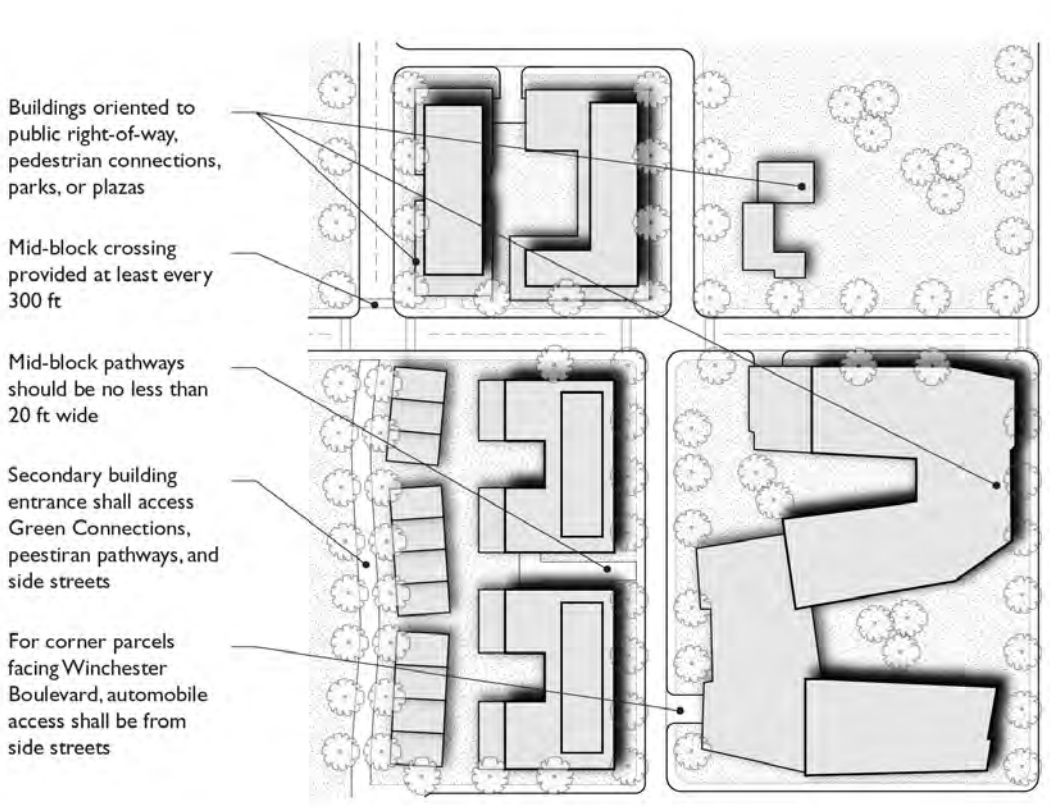
DS-1 For blocks longer than 500 feet, mid-block connections shall be provided every 300 feet, at minimum.

DS-2 Mid-block pathways shall be no less than 20 feet wide.

DS-3 Buildings shall be oriented such that frontages and entrances are visible and accessible from the public right-of-way, pedestrian connections, parks, or plazas. Buildings that face onto two public streets shall provide visible and accessible entrances onto both streets.

DS-4 Buildings shall align with street frontages and public pedestrian pathways to create continuous street walls.

DS-5 Secondary building entrances shall face Green Connectors, pedestrian pathways, and side streets.



DS-6 Automobile access to corner parcels shall be from side streets in an effort to reduce pedestrian and vehicle conflicts along Winchester Boulevard and Stevens Creek Boulevard and to create a continuous pedestrian environment.

DS-7 Green Connectors shall be no less than 20 feet wide with a minimum 12-foot clear walking/biking path.

Guidelines

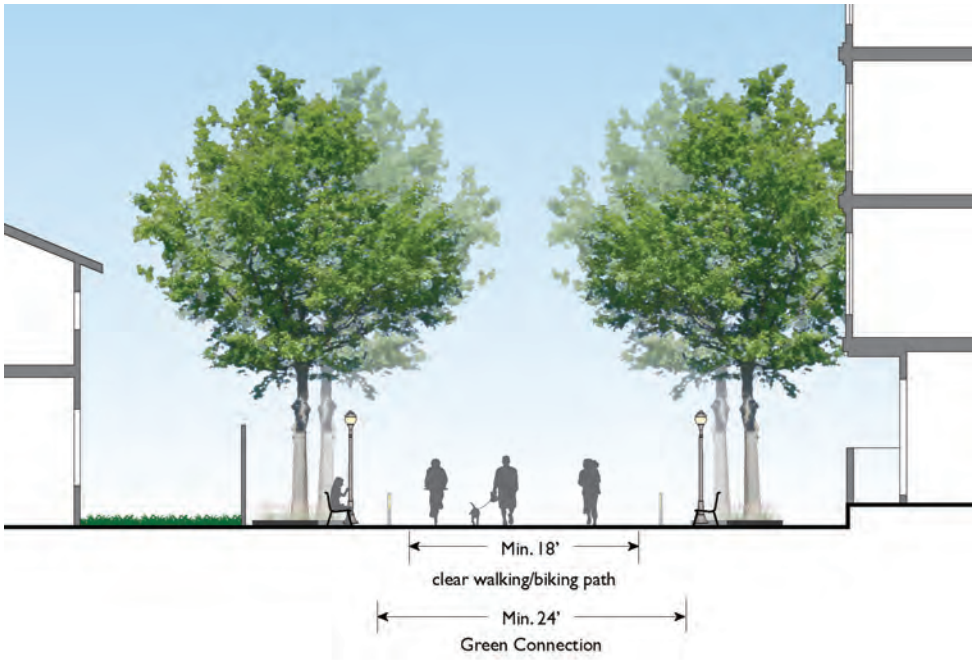
DG-1 *Encourage mid-block connections and walkways to be integrated with building entrances, transit stops, plazas and parks.*

DG-2 *Locate entrances and upper-story windows such that they look out onto and, at night, cast light onto, sidewalks and pedestrian paths.*

DG-3 *Promote activity and visual interest at the ground level through by incorporating pedestrian amenities, landscaping, and public open space.*

DG-4 *Define open spaces through low walls, fences, or landscaping. Open space should not be bordered by surface parking areas.*

DG-5 *Improve the setback area along the residential street frontages with trees and planting to enhance the landscape quality and the character of the existing residential street.*



BUILDING DESIGN

Standards

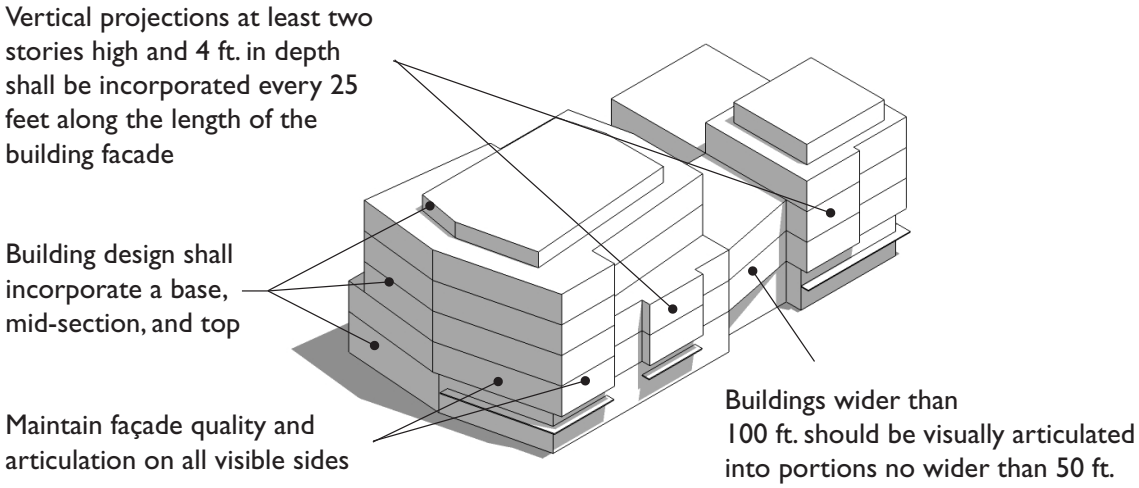
DS-8 Buildings wider than 75 feet shall be subdivided into portions or segments that read as distinct volumes of a maximum 50 feet in width.

DS-9 Buildings should contain the three traditional parts of a building: a base, a mid section, and a top.

DS-10 Buildings shall be "four-sided", maintaining the façade's quality of architectural articulation and finishes on all visible sides.

DS-11 The massing of building shall be broken up through height variation and facade articulation such as recesses or encroachments, shifting planes, creating voids within the building mass, varying building materials, and using windows to create transparencies. Street-facing facades shall include vertical projections at least four feet in depth for a height of at least two stories for every 25 horizontal feet.

DS-12 Window design shall reflect the different components of a building (ground floor lobbies, stair towers, office suites, or residential units).



DS-13 Building façades shall be constructed of high quality and durable materials such as stone, brick, tile, wood, glass, and metal.

DS-14 Colors should be harmonious; however, color contrast is encouraged to express architectural interest.

DS-15 Avoid highly reflective surfaces and materials that cause heat and/or glare for pedestrians and motorists

Guidelines

DG-6 *Design building entrances that are visible and recognizable as such, and that fit in with the building's architectural style.*

DG-7 *Design spaces that balance privacy and safety with access to air and sunlight by prioritizing south facing open space opportunities.*

DG-8 *Incorporate usable outdoor terraces and rooftop gardens that overlook the street and provide visual interest.*

DG-9 *Recessed and projected balconies should be introduced as part of a composition that contributes to the scale and proportion of the building facades.*

DG-10 *Roofs should be an integral part of the building design and should respond to the general design of other roofs along The Alameda and adjoining streets.*

DG-11 *Parapets in buildings with flat roofs should be finished with cornices, other horizontal decoration or clean edges with no visible flashing.*

DG-12 *Design upper-story windows that are evenly spaced, vertically-oriented and similarly-sized to create a pattern along the street and give a building a sense of human scale.*

DG-13 *Incorporate outdoor terraces and rooftop gardens that overlook the street and provide visual interest.*

GROUND LEVEL DESIGN – NON-RESIDENTIAL AND MIXED USE

Standards

DS-16 Building facades facing Winchester and Stevens Creek boulevards shall consist of storefronts with clear, un-tinted glass or other glazing material on at least 60% of the surface area of the facade between a height of two and seven feet above grade.

DS-17 Ground-floor entrances shall be well-defined, inviting, easy to find and oriented to the pedestrians. Ground-floor facades shall be designed to give identity to each retail establishment, through recesses and architectural features that are integral components of the building's composition.

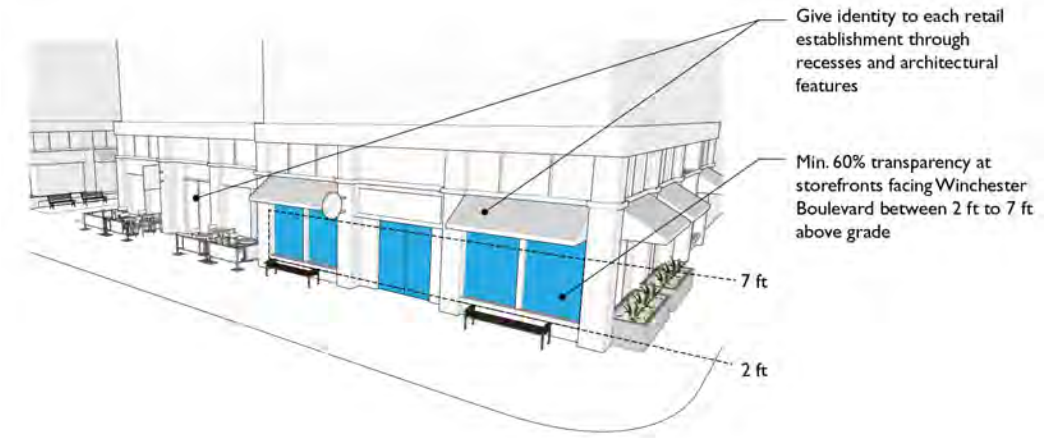
DS-18 Ground floor commercial spaces shall be a minimum depth of 60 feet.

DS-19 Ground floor commercial spaces shall be a minimum floor-to-ceiling height of 18 feet.

DS-20 Use large areas of glazing to allow high visibility of the commercial space interior and merchandise display to engage the pedestrians.

DS-21 Display merchandise in the public right of way to activate the street and engage the pedestrians. This may require a permit from City of San Jose Department of Public Works if it is utilized in the public right-of-way.

DS-22 Interior tenant spaces shall be designed with "stubbed-out" plumbing, electrical, mechanical, and ventilation systems, grease interceptor(s) on site, or grease trap(s) to increase their marketability and flexibility for future restaurant and food service/bakery type uses.



DS-23 Avoid large blank walls adjacent to the public right-of-way by locating active uses on the ground floor.

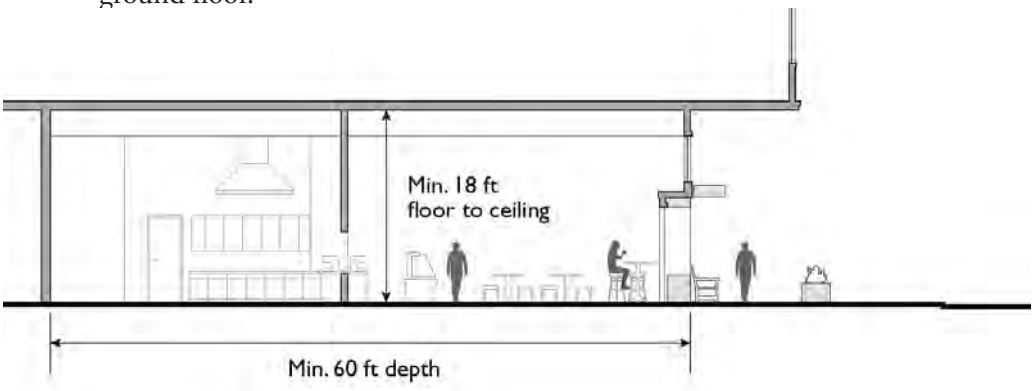
DS-24 Franchise architecture is not permitted.

DS-25 A minimum of one pedestrian building entry shall be provided to the street front for each 50 feet of residential street frontage.

DS-26 Entrances to residential, office or other upper-story uses shall be clearly distinguishable in form and location from ground-floor commercial entrances and must face a street or courtyard.

DS-27 New buildings shall provide use high quality materials for the ground floor facing a public street. Avoid using stucco for the ground floor of large commercial or mixed-use buildings.

DS-28 Avoid opaque windows or windows covered with blinds at the ground floor.



Guidelines

DG-14 *Incorporate frequent entries and ample fenestration with visible activity on all publicly exposed façades of commercial and commercial mixed-use buildings.*

DG-15 *Incorporate awnings, porticoes, vertical massing elements, and other architectural elements.*

DG-16 *Design commercial establishments to complement the pedestrian oriented nature of the Village. Larger establishments should be designed with a pedestrian orientation that provides continuous connections with adjacent Green Connectors or other pedestrian pathways.*

DG-17 *Allow opportunities for small pop-up stores that have a window opening to the street to encourage pedestrians to stop and activate the sidewalk.*

DG-18 *Have flexible spaces that can accommodate a variety of retail spaces including restaurants, bakeries, flower shops, coffee shops and art stores. Retail space should be designed with flexibility to accommodate a wider range of tenants and adapt to market changes over time. Create opportunities for smaller sellers and mini-shops such as packaged food vendors to sell their food in a smaller scale space and flexible spaces that can accommodate a variety of retail spaces.*

DG-19 *Incorporate creative signs that are the interpretation of the store character to give a unique identity to each store.*

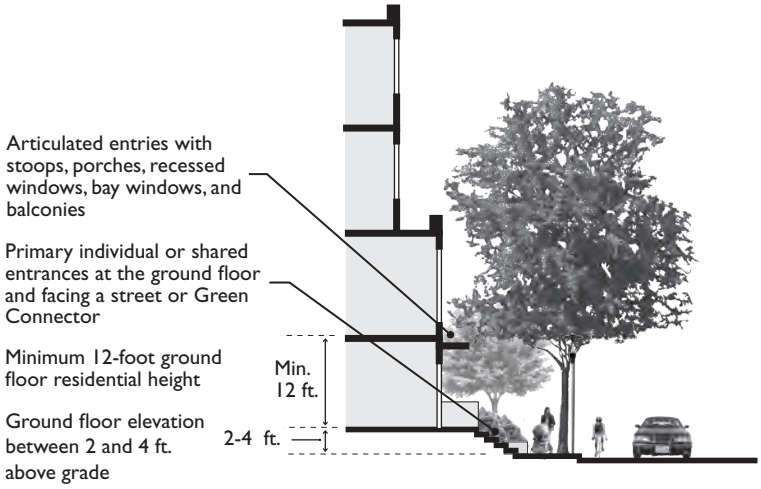
GROUND LEVEL DESIGN – RESIDENTIAL

Standards

DS-29 Primary building entries, either individual or shared, shall be prominent and easy to identify; shall face a public street, pedestrian path or Green Connection; and shall incorporate a projection (porch, stoop, etc.), recess, or combination of porch or recess.

DS-30 Townhouse development shall incorporate landscaping in tyhe required setbacks.

DS-31 The finished floor elevation shall be a maximum of two feet above the sidewalk elevation.



Guidelines

DG-20 *Where residential units face public spaces such as streets, Green Connectors, plazas or courtyards, incorporate facing the open space should include porches, steps, patios, bay windows, balconies and/or stoops to maximize visibility and encourage social activity.*

PARKING, LOADING AND ACCESS

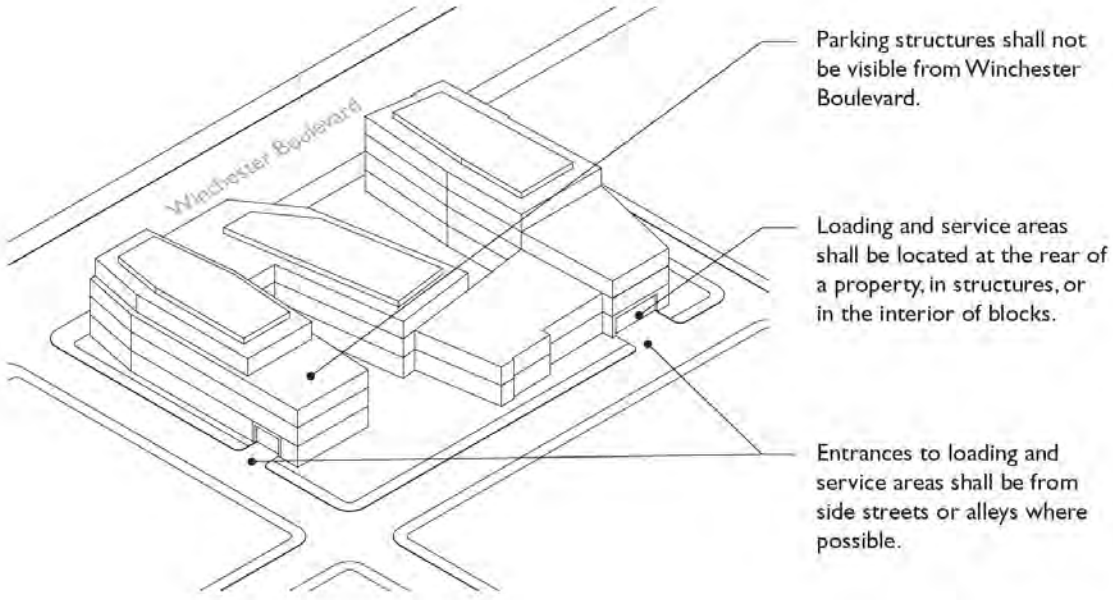
Standards

DS-32 Loading and service areas shall not be visible from the right-of-way and shall be located at the rear of a property, in structures, or in the interior of blocks.

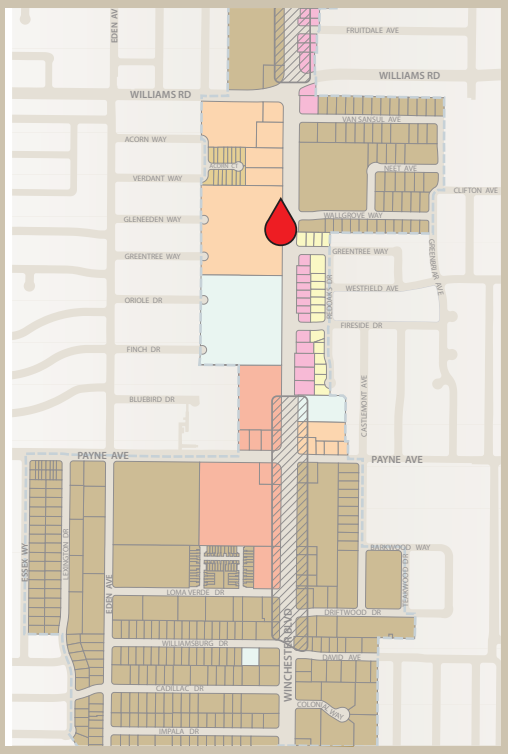
DS-33 Entrances to loading and service areas shall be from side streets or alleys where possible.

DS-34 Parking structures shall not be visible from Winchester Boulevard. Structures shall be underground, wrapped with habitable uses or fully screened with decorative screens or public art

DS-35 Surface parking shall not be permitted between the sidewalk and building façade.



VISUALIZATION 2



Guidelines

DG-21 *Wherever possible, locate entrances to parking lots, structures, or podiums along the side of a building and accessed from an alley or a driveway along the side of the property.*

DG-22 *Provide a pedestrian-friendly access to parking areas located at the side or rear of the building.*

DG-23 *If parking access is located on a primary street frontage, minimize the length of the curb cut and explore the possibility of sharing parking, driveways and/or loading areas with adjacent property owners.*

DG-24 *Locate bike parking such that it is visible and as close to the primary building entrance as possible.*

SUSTAINABILITY

Standards

DS-36 All new development shall be consistent with or exceed the City's Green Building, renewable energy, stormwater and trash management, Ordinance and City Council Policies, 2040 General Plan Environmental leadership section as well as State and/or regional policies.

Guidelines

Energy Efficiency in Buildings

DG-25 *Incorporate building materials that are locally made, produced with minimal pollution, and create minimal adverse impacts to the environment.*

DG-26 *Use materials from local salvage companies and/or materials that are reclaimed during the deconstruction phase of redevelopment sites within the region.*

DG-27 *Consider life cycle heating and cooling costs for potential building materials to maximize energy conservation. Incorporate screens, ventilated windows, green roofs, shade structures and shade trees along facades, rooftops and surface parking lots to minimize heat gain effects.*

DG-28 *Provide operable windows that allow natural ventilation and potentially eliminate the need for mechanical ventilation. If mechanical systems are necessary, use energy-efficient and low emission heating, ventilation and air conditioning (HVAC) systems.*

DG-29 *Select lighting fixtures to maximize energy efficiency and minimize light pollution through reduced glare, light clutter and poorly directed lighting sources.*

DG-30 *Incorporate photovoltaic in private development to capitalize on sun exposure for reduction in energy costs.*

Stormwater Management

DG-31 *Manage stormwater runoff in compliance with the City's Post-Construction Urban Runoff (6-29) and Hydromodification Management (8-14) Policies.*

DG-32 *Use native or drought tolerant plant species that require low water usage and maintenance.*

DG-33 *Use natural drainage such as bioretention in on-site pocket parks and other landscaped areas to filter surface water run-off.*

DG-34 *Use permeable paving surfaces in parking lots and other paved areas to increase natural percolation and on-site drainage of stormwater.*

Trash Management

DG-35 *Keep the sidewalk in front of all development free of solid waste. Refer to Chapter 9.10.510 of the Municipal Code for more information.*

DG-36 *Install public trash receptacles on private and public rights-of-way within 25 feet of any point of pedestrian ingress or egress. These receptacles trash shall be maintained and regularly emptied.*